



CASE STUDY:

Sales Funnel, Digital Display & Print/Mail

Industry: Roofing

Overview

NextGen Restoration is a locally owned and operated roofing business located in Northern Ohio. With over 13 years of experience in the industry, Josh Steinberg (Owner), was looking for a way to let those who have been impacted by recent storm damage know that his company was there for them.

The minute a storm hit their area, he wanted his brand to be the first people thought of.



OUR APPROACH

Audience Definition

With help from NextGen Restoration, we were able to narrow their audience for this particular campaign down to those impacted by recent storm damage using various forms of strategic geofencing techniques.

Sales Funnel/Landing Page

First Direct built a sales funnel to direct incoming traffic to that welcomed prospects & gave them the information needed to make an informed decision.

Digital Ad Design & Traffic

Various ad sets were designed for use in programmatic advertising. Ads were sequentially served to cold traffic slowly converting them into warm traffic based on audience interaction with the ad sets.

Daily Lead Generation

Everyday First Direct would collect leads as a result of the Digital Ad Campaigns. When users visited the landing page, we were able to match data back to the user from a pixel fire. (Visitor Append Pixel)

Postcard Design, Print & Mail

With that matched back data, we then mailed a postcard to those in the hailpath who may have damage to their home.

RESULTS/CONCLUSION

Although this campaign is currently active, the results have been great thus far.

Funnel Stats

Pages Visited:
2,406
Contacts In Funnel:
98

Digital Ad Stats:

Impressions:
149,951
Clicks: 1,026
CTR: .68%

Direct Mail

Percentage Delivered:
100%
Postcards Delivered:
17,111

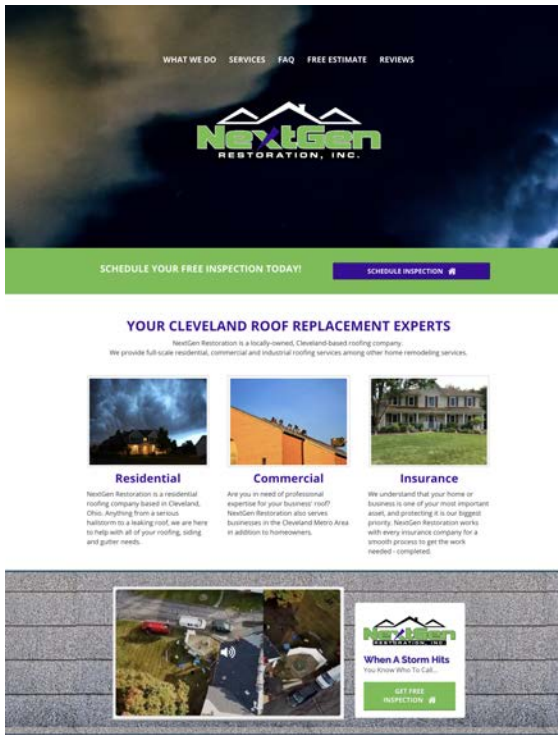
LEADS COLLECTED: 167

Designs:



Sales Funnel, Digital Display & Print/Mail

Sales Funnel/Landing Page



Digital Ad Sets



Our Services
We strive to operate beyond the normal expectations of what a roofing contractor provides. NextGen Restoration stands out with hassle-free services, a strong knowledge base, elevated business standards and exceptional customer care. What does that mean for you? It means we offer great customer service, we stand behind our work, we do what we say we are going to do, and we show up to appointments on time!

Direct Mail - Postcard



(Front)



(Back)



(USPS REP IMAGE)



(USPS RIDEALONG IMAGE)